

Minutes
Wylie Economic Development Corporation
Board of Directors Meeting

Wednesday, March 2, 2011 – 11:30 A.M.
WEDC Offices – Conference Room
250 South Highway 78 – Wylie, Texas

CALL TO ORDER

Announce the presence of a Quorum

Vice President Mitch Herzog called the meeting to order at 11:34 a.m. Board Members present were: John Yeager, Chris Seely, and Todd Wintters.

WEDC staff present were Executive Director Sam Satterwhite and Administrative Assistant Gerry Harris.

Ex-officio members Eric Hogue and Mindy Manson were present.

Randy Hullett with Abernathy, Roeder, Boyd, and Joplin joined the meeting at 11:45 a.m.

CITIZEN PARTICIPATION

There being no citizen participation, Vice President Herzog proceeded to Action Items.

ACTION ITEMS

ITEM NO. 1 – Consider and act upon approval of the February 23, 2011 Minutes of the WEDC Board of Directors Meeting.

MOTION: A motion was made by Chris Seely and seconded by John Yeager to approve the February 23, 2011 Minutes of the WEDC Board of Directors Meeting. The WEDC Board voted 4– FOR and 0 – AGAINST in favor of the motion.

ITEM NO. 2 – Consider and act upon issues surrounding a proposal for a Restaurant Recruitment Strategy by The Retail Coach.

Staff proposed that the WEDC undertake a Restaurant Recruitment Strategy to be performed by The Retail Coach. Staff indicated that the WEDC can do little to attract or facilitate a specific restaurant concept in Wylie aside from assistance with public infrastructure. However, promoting the community to restaurants via a targeted marketing campaign is well within the charge of the WEDC.

The Retail Coach proposed a program under which the region will be inventoried for existing restaurant concepts, a master list of concepts which are not in the area will be identified, and then that list will be narrowed to twenty restaurants which fit the retail trade area demographic. From

that short list, targeted marketing materials will be sent to each concept with a follow-up contact made either in person or by phone. Staff anticipates The Retail Coach would send materials and make the initial phone contact with WEDC staff scheduling an in-person meeting to follow. While the process typically takes 90 business days, The Retail Coach can complete all the research and short list identification prior to ICSC on May 23rd.

The fee for completion of this study is \$12,500 plus expenses. The majority of expenses are tied to travel with a maximum expense set at \$1,500. The study will be primarily funded out of Special Services with \$5,000 reallocated from Advertising. A Budget Transfer to reallocate funds from Advertising to Special Services will be required at a future date.

Staff recommended that the WEDC Board of Directors approve a Restaurant Recruitment Strategy to be performed by The Retail Coach at a cost not to exceed \$14,000.

MOTION: A motion was made by Todd Wintters and seconded by John Yeager authorizing The Retail Coach to develop a Restaurant Recruitment Strategy at a cost not to exceed \$14,000. The WEDC Board voted 4 – FOR and 0 – AGAINST in favor of the motion.

DISCUSSION ITEMS

ITEM NO. 3 – Staff report: review issues surrounding the construction of facilities located at 1405 Martinez Lane.

Staff reported that Hill & Wilkinson continues to finalize budget figures with the total project cost estimated at \$5.22 million. While Hill & Wilkinson and staff were hopeful that the project would come in at ±\$5 million, several unplanned expenses had occurred relating to the design of site and facility. Staff was quick to point out that the original budget had been developed based upon very limited parameters and that perceived budget increases are more a result of an aggressive schedule combined with the design build process than cost overruns.

No action was requested by staff.

EXECUTIVE SESSION

The WEDC Board recessed into Closed Session at 11:45 a.m. in compliance with Section 551.001, et.seq. Texas Government Code, to wit:

Section 551.071 (Consultation with Attorney) of the Local Government Code, Vernon's Texas Code Annotated (Open Meetings Act).

- Deliberate a pending or contemplated litigation surrounding Project Re-tool.

Section 551.087 (Economic Development Negotiations) of the Local Government Code, Vernon's Texas Code Annotated (Open Meetings Act).

- Deliberate economic development negotiations surrounding Project Re-tool.
- Deliberate economic development negotiations with The Sooner Group.

Section 551.072 (Deliberations Regarding Real Property) of the Local Government Code, Vernon's Texas Code Annotated (Open Meetings Act).

- Deliberate the purchase of real property generally located near the intersection of State Highway 78 and Birmingham.

RECONVENE INTO OPEN MEETING

The WEDC Board of Directors reconvened into open session at 12:37 p.m.

MOTION: A motion was made by Chris Seely and seconded by John Yeager to rescind the First Amendment to the Amended and Restated Performance Agreement presented to Sanden International (U.S.A.), Inc. and authorize WEDC counsel to initiate legal action against Sanden to enforce the terms of the Amended and Restated Performance Agreement between the WEDC and Sanden dated February 26, 2010. The WEDC Board voted 4 – FOR and 0 – AGAINST in favor of the motion.

ADJOURNMENT

With no further business, Vice President Herzog adjourned the WEDC Board meeting at 12:37 p.m.



Marvin Fuller, President

ATTEST:



Samuel D.R. Satterwhite
Executive Director